CHARGE NUMBER: 1600

PROGRAM TITLE: Smoker Psychology

PROJECT LEADER: W. L. Dunn, Jr.

PERIOD COVERED: April 1 - April 30, 1973

DATE OF REPORT: May 8, 1973

Project Title: Smoking and Rate of Learning Alpha Control
Written by: W. L. Dunn

Equipment received. Schmidt trigger circuit being installed for cumulative on-target recording.

Project Title: Richmond Product Placement Panel
Written by: Myron Johnston

More than 2,000 panelists recruited. Testing program underway.

Project Title: The Delivery of Inhalation Impact via Vehicles Other Than Nicotine
Written by: W. L. Dunn

Cigarettes still on request.

Project Title: Another Dilution Control Center for the Smoker
Written by: W. L. Dunn

We have a working hypothesis that the smoker adapts to the smoke concentration delivered by a cigarette in order to maintain intake constancy. The heretofore explored measures, number of cigarettes smoked, puff volume and mean daily intake, show some but not the anticipated amount of adaptation. We are now taking a preliminary look at the soft palate as a gate valve which mixes smoke/air from the mouth and air from the nose upon inhalation, the mixture possibly being fixed by feedback neural pathways responding to sensed smoke concentration. This is a new project.

Project Title: Arousal and Smoking
Written by: Frank Ryan

Data gathering continues using employee smokers.

2022158751

Source: https://www.industrydocuments.ucsf.edu/docs/hlxm0000

Project Title: Puffing Behavior on Different Brands
Written by: Frank Ryan

Data gathering is complete, a report is being written, and presentations of the findings have been made to personnel in development and to other interested parties.

Project Title: Cigarette Variability
Written by: Frank Ryan

The results of the pack handout in February indicated that variability was not adversely affecting consumer response. Additional cigarettes have been requested at much lower delivery levels for a pack handout during May.

Project Title: Socioeconomic Status
Written by: Frank Ryan

This report should be printed by May 15.

Project Title: CIG-I
Written by: Frank Ryan

Having found back-off effects in all products tested in the Puffing Behavior study, we are interested in the variables associated with the effect. To some extent the cues may be cigarette related: the smoker may have learned to take different sized puffs on different sized butts; he may be adjusting his puffs to immediate feedback signals from the resistance-to-draw of the rod at the time of puffing; he may be adjusting his puffs on the basis of feedback from earlier puffs, or they may be smoker related; he may be adjusting his puffs on the basis of existing mouth and other physiological sensations associated with taste fatigue or nicotine in the blood; or some other factors may be at work.

As a first step we will study puffing behavior on a "cigarette that never goes out" by continually making new cigarettes available to the smoker before he has an opportunity to consume more than 10 mm of the rod. Thus all his puffs will be like first or second puffs, and to the extent that the back-off effects are due to cigarette factors we should see no back off, whereas they will appear if they are attributable to smoker factors.

2022158752

Source: https://www.industrydocuments.ucsf.edu/docs/hlxm0000

Project Title: Methods Studies
Written by: Frank Ryan

We are examining various methods of comparing two different cigarettes in booth testing in hopes of finding a more sensitive procedure. The basic question being asked is whether two cigarettes are different or the same.

Project Title: JND-2
Written by: T. R. Schori

Report distributed. Once again smokers were shown to be very insensitive to variations in what we typically consider important cigarette parameters. In this case, no significant differences in either acceptability or strength were detected between Marlboro-like cigarettes delivering approximately 14 and 20 mg tar.

Project Title: Menthol Cigarette Images
Written by: T. R. Schori

Report distributed.

Project Title: Acceptability and Low Delivery Cigarettes (TNT-3)
Written by: T. R. Schori

Approximately 50% of the returns are in.

Project Title: SEX-III Write-up
Written by: T. R. Schori

Technical report written and distributed.

Project Title: Smoking and Spare Mental Capacity
Written by: T. R. Schori

We are currently running local college students in this promising definitive study.

Project Title: Tar, Nicotine, and Smoking Behavior (TNT-4)
Written by: T. R. Schori

In this test, we are having 50 RP^3 panelists smoke a different cigarette each week for an eight-week period. This study is the logical follow-up of TNT-1. Testing will commence in the middle of May.

2022158753

Source: https://www.industrydocuments.ucsf.edu/docs/hlxm0000

Project Title: Status of Economic Projects
Written by: Myron Johnston

Projects completed:

1. Submitted Five-Year Economic Forecast

2. Revised the format of the Weighted Average Tar & Nicotine report

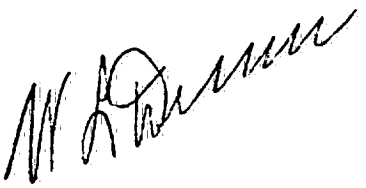
Projects underway:

1. Implementing the continuous recruitment for the National Panel

2. Writing the first quarter report of the Weighted Average Tar & Nicotine Deliveries

3. Exploring logistics for including a panelist recruitment questionnaire in cartons of P.M. cigarettes.

/jlh



2022158754

Source: https://www.industrydocuments.ucsf.edu/docs/hlxm0000